

LONG BEACH YOUTH AND GANG VIOLENCE PREVENTION INITIATIVE

Task Force Meeting

October 11, 2004

Meeting Summary

The Long Beach Youth and Gang Violence Prevention Task Force met on Monday, October 11th to continue development of strategies to achieve the Task Force directive. Michael Gillette, Chair, opened the meeting with self-introductions and reviewed the meeting agenda. Announcements included the following:

- As a result of relationships formed on the Task Force, and through Darick Simpson's Youth Council leadership, the State Workforce Investment Board has granted \$70,000 for a pilot project between the Youth Opportunity Center/Youth Council (LBUSD) and Probation staff located at LBUSD High Schools. It will focus on a group of 25 very at-risk youth (identified and referred through the LBUSD, Probation, and the Long Beach Police Department), and will provide intensive services through the Youth Opportunity Center and several of its partners, largely in a group services cohort format.
- The Press Telegram's *Enough is Enough* series on gang activity included information about the Task Force and comprehensively looked at the issue of youth violence and gang activity. A copy of the Sunday, September 4th edition was made available to the Task Force. Previous articles will be posted on the Human Dignity Program website.
- Eleven visitors were welcomed and were provided an overview of the history and purpose of the Task Force.
- Attendees were encouraged to attend a gang conference in the Student Union, CSULB, Thursday, October 14, 2004 from 2:00 pm – 4:00 pm. Charter Communications (an active representative on the Task Force) will videotape the conference.
- Chris Burcham, Long Beach Library, has reserve materials related to Task Force interests.
- There will be no meeting in December.

On behalf of the Media Action Team, Resource Team Member Erroll Parker introduced a public relations campaign video that was created by Muse, Cordero and Chin, a nationally recognized ad company willing to assist with creating an anti-violence campaign in Long Beach. The Task Force members shared their ideas.

A second video entitled *Keeping it Real*, was shown. This video was produced locally and depicts the life and the effect of the death of Paul Griego, Jr., who was killed in north Long Beach in 2002. Chair Gillette summarized this section by pointing out that the Task Force was formed to identify viable solutions to youth and gang violence. Gillette reminded those present that there is a lot of work to be done.

ACTION TEAM WORK PROGRAM OUTLINES

The Action Teams convened into individual teams and continued discussion of the following:

1. Overall Action Team Goal/Desired Outcome
2. Proposed Actions to Reach Goal/Desired Outcome
3. Identified Action's Key Participants (individuals, groups, and/or organizations)
4. Identified Action's Timeframe (in increments of months or years)
5. Identified Action's Potential Funding Source

A summary of each Action Team discussion is forthcoming.

ACTION TEAM WORK PROGRAM OUTLINES

The following summarizes the discussion from each Action Team:

RESEARCH AND RESOURCE

Lead staff person: Cecile Walters

Team members present: Mike Gillette, Bill Ward, Rene Castro

Team Goal/Desired Outcome: 1) *Analysis of Beats Four and Five, a high crime neighborhood and identification of resources and needs*

- Identify best practices. Utilize the Balridge Model as a means to assess current resources within the target area.
- Be aware of the abundance of language barriers in the community.
- Identify social service agencies, such as employment improvement programs, that assist the community.
- Enhance technical capacity of these agencies.
- Utilize existing data, such as “Empower Long Beach” application
- Have meetings between monthly meetings
- Conduct site visits, i.e., Long Beach City College

YOUTH EMPLOYMENT

Lead staff person: Brian Rogers

Team members present: Mike Bassett

Team Goal/Desired Outcome: *Find ways to increase job opportunities for youth!*

- Discussed identifying job opportunities for youth and considered referring this effort to Workforce Development

YOUTH ENGAGEMENT

Lead staff person: Keith Kilmer

Team members present: Darren Collins, Hillary Rivers, Sotheara Chhay, Lou Santos, Leo Hunt, Dave San Jose, Alvin Bernstein, Marc Rothenberg, Raymond Chavarria, Barbara Smith & Diana Pinedo

ACTION TEAM WORK PROGRAM OUTLINES

Team Goal/Desired Outcome: *Find ways to engage youth in the process.*

- Early intervention - start with 4th and 5th grade students and target them until 24 years of age
- Identify role Models
- Emphasize respect
- Participation should count towards community service
- Develop an outreach plan
- Develop a calendar of events

MEDIA

Human Relations Commission Recommendation # 5: "... develop a public awareness campaign modeled after the anti-tobacco initiative campaign to communicate anti-gang messages which de-glorifies and de-glamorized violence through the promotion of positive character and community and social values, e.g., integrity, responsibility, accountability and respect.

Lead staff person: Erroll Parker

Team Members present: Craig Watson, Dan Murphy, James Saucedo, Enrique Castro, Jud Schoendorf

Team Goal/Desired Outcome: *Development of a multi-dimensional media plan that gives a relevant voice to the suffering populations in Long Beach and conveys positive messages and role models for youth and families.*

Develop a campaign that deals with:

- Behavioral Change
- Attitude Change
- Awareness and Engagement
- Look for a reduction of violence over a time period in a target location/area.
- Consider which events motivate behavior
- Develop an action plan for pre-research

PARENTING

Lead staff person: Chris Burcham, Karen Hilburn

Team members present:

ACTION TEAM WORK PROGRAM OUTLINES

Team Goal/Desired Outcome: *Specialized parenting education*
unavailable